

Georgia Struck-By Alliance presents

Highway Work Zone Safety Stand Down



***Work Zone Safety:
We're All in This Together***

***18th Annual National Work Zone Awareness Week
April 3 – 7, 2017***

Brought to you by *GEORGIA STRUCK-BY ALLIANCE PARTICIPANTS*



FHWA
Georgia Division



Georgia
Highway Contractors
Association, Inc.

Celebrating 69 Years of Service



Your Construction Industry Partner



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- ***We are the faces of distracted driving.***
- ***We are mothers, fathers, daughters, sons, sisters, brothers, spouses and friends to those who have died because people chose to take part in phone calls or text messages while driving.***

Linda Doyle, Oklahoma City, OK



John Sligting, Round Lake Beach, IL



Xzavier Davis-Bilbo, Milwaukee, WI



Alex Brown, Wellman, TX



Ashley Johnson, Asheville, NC



(R U IN-TEXT-ICATED?)

PUT DOWN THE PHONE!

IT'S THE LAW

3M ACCO AIA EPA Georgia Division of Safety & Health LAMAR OSHA GEORGIA POWER

NATL. WORK ZONE AWARENESS

LAMAR

**PRESSING "SEND"
COULD BE THE END!**

DON'T TXT & DRV.



**SEE the SIGNS and
give them a BRAKE!**



Please DRIVE CAUTIOUSLY in Work Zones



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Texting While Driving – defined



- The act of composing, sending, reading text messages, email or making other similar use of the web on a mobile device while operating a motor vehicle.
- Leads to increased distraction behind the wheel.

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DISTRACTED DRIVING – defined:



- A replacement phrase for the more popular terms "[texting while driving](#)" and "talking while driving."
- Occurs when a driver has something other than [driving](#) on their mind.
- Driving becomes subsequent in importance to another activity that is happening inside the car, truck or cycle while the [vehicle](#) is in motion.

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Three main types of distraction:

- ***Visual – taking your eyes off the road***
- ***Manual – taking your hands off the wheel***
- ***Cognitive – taking your mind off what you are doing***

Talking on cell phones and texting behind the wheel both lead to distraction. Driver inattention is the leading cause of accidents.

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Beware of Distracted Drivers – Stay vigilant and watch for these signs:

- ***Swerving***
- ***Taking extreme wide turns***
- ***Driving too slowly***
- ***Following too closely***
- ***Braking erratically***

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Crashes Caused by Distracted Drivers

- A crash occurred when a driver operating a trolley car was text messaging his girlfriend injuring 46 people costing an estimated \$9.6 million.
- Texting was blamed in a train collision which killed 25 passengers. The engineer of the train had sent 45 text messages while operating the train.
- A young girl was killed in an accident allegedly caused by a truck driver who crashed into 10 cars when he was sending a text message while driving.



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2012 Distracted Driving Statistics

A poll of more than 6,016 American adults revealed that:

- ***A large percentage of people said they know distracted driving is dangerous, but do it anyway***
- ***About 1/3 of drivers (35%) have sent or received text messages***
- ***Approximately 73% of drivers often eat or drink***
- ***Four percent of adult drivers have read a map, book, newspaper, etc.***
- ***Around 20% have combed or styled their hair, shave, put on make up***
- ***Approximately 44% have change CDs, DVDs or tapes***
- ***About 13% have surfed the Internet***
- ***Younger drivers were more likely to engage in distracted driving***
- ***Men were more likely to drive while drowsy, after drinking, reach a map, use a GPS and use the Internet***

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The Truth about Texting while Driving:

- ***Of all phone related tasks, texting while driving is the dangerous.***
- ***Teens are four (4) times more likely to get into car crashes or near crash events directly related to talking or texting.***
- ***A car driver dialing a cell phone is 2.8 times and a truck driver is 5.9 times more likely to get into a crash.***
- ***A driver reaching for a cell phone or other device is 1.4 times more likely to be in a crash.***
- ***A truck driver texting is 23.2 times more likely to get into a crash and 6.7 times more likely when reaching for a phone or other device.***
- ***For every 6 seconds of drive time, a driver sending or receiving a text message spends 4.6 seconds with their eyes off the road - making texting the most distracting of all cell phone related tasks.***



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Texting While Driving National Statistics:

- ***Approximately 3,179 deaths and nearly 431,000 injuries are caused by distracted drivers every year. (2014)***
- ***While teenagers are texting, they spend about 10 percent of the time outside the driving lane they're supposed to be in .***
- ***Talking on a cell phone while driving can make a young driver's reaction time as slow as that of a 70-year-old.***
- ***Answering a text takes away your attention for about five seconds, which is enough time to travel the length of a football field.***



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Why is distracted driving a problem?

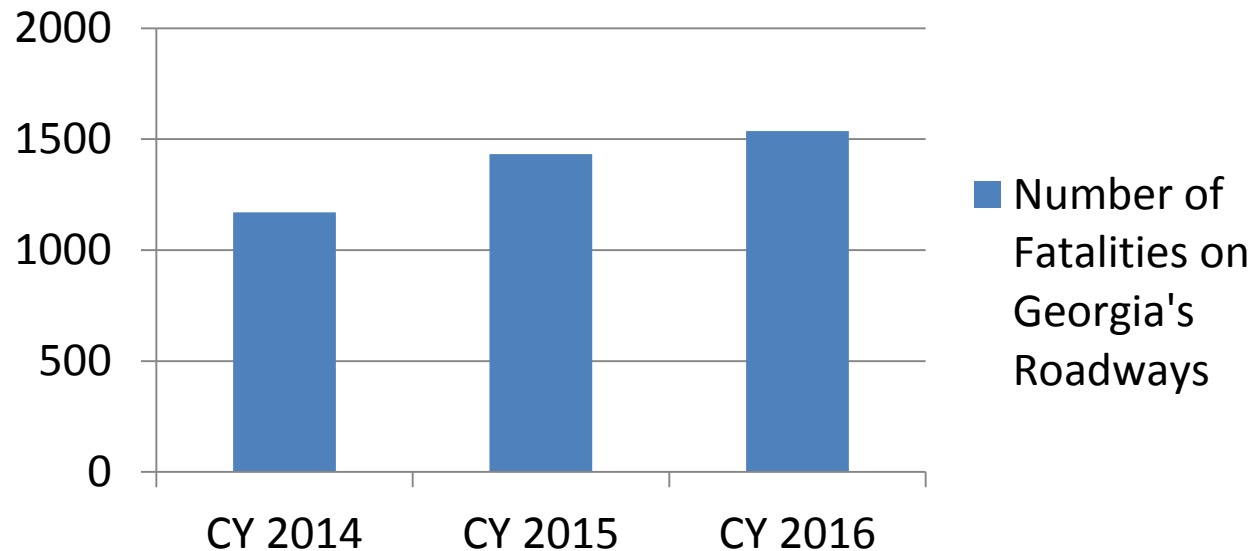
- ***Distracted driving crashes killed more than 3,179 people and injured nearly 431,000 in 2014. (DOT)***
- ***18 percent of injury crashes in 2014 involved reports of distracted driving. (NHTSA)***
- ***Of those killed in distracted-driving-related crashes, 385 involved reports of a cell phone as a distraction (13% of fatalities in distraction-related crashes). (2014 report from NHTSA)***

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Georgia Statistics

- ***2013 National Highway Traffic Safety Administration data shows that Interstate 285 is one of America's deadliest freeways. Every 10 miles, I-285 experienced 3.5 fatal crashes, which is 0.5 more than the next-highest freeway (I-4 in Florida).***

Number of Fatalities on Georgia's Roadways





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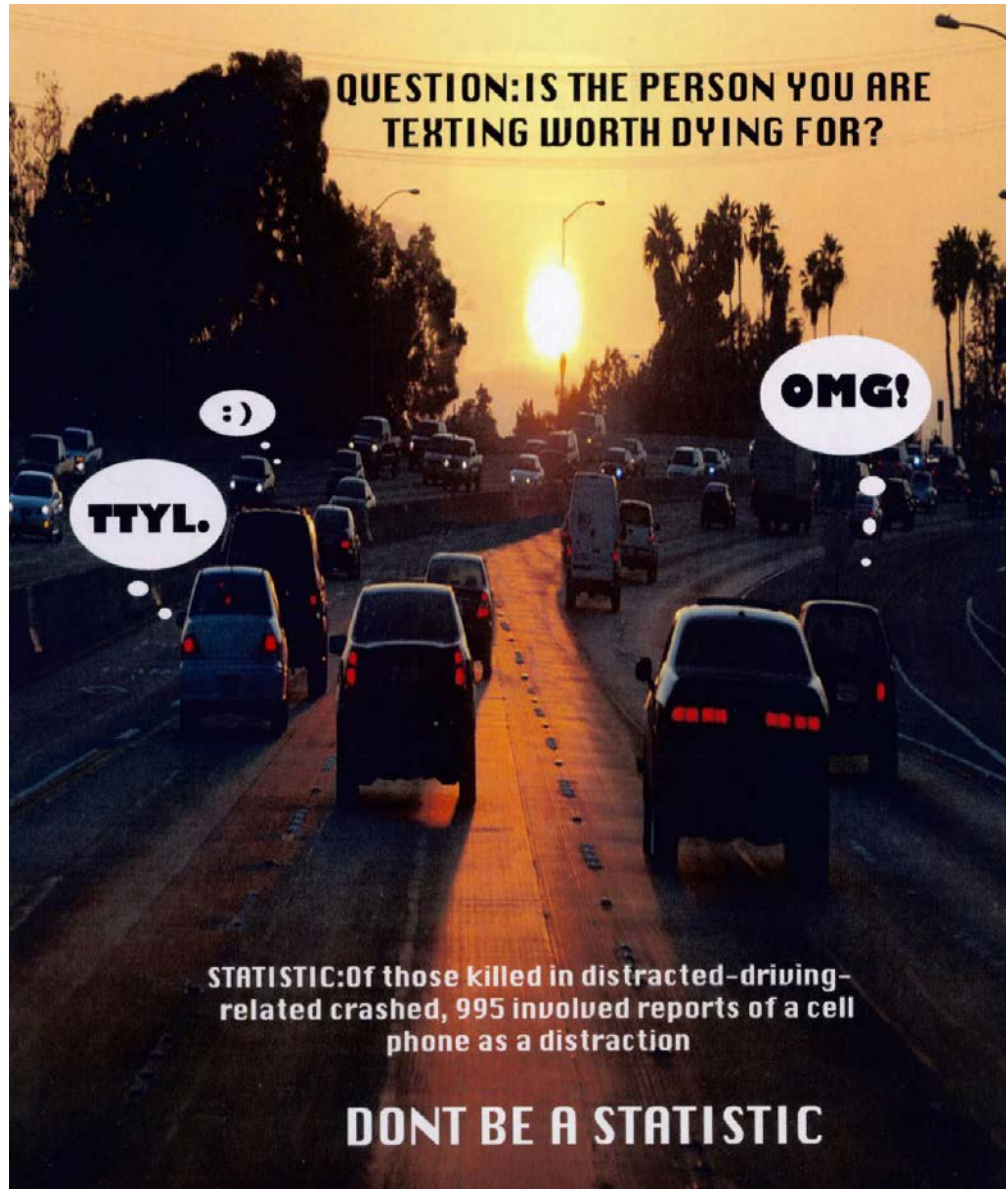
GDOT Campaign “Drive Alert Arrive Alert”

In Georgia, single vehicle crashes account for 49 percent of traffic fatalities and the main cause appears to be distracted driving. Drivers, now more than ever, are driving distracted or impaired. They’re talking on the phone, texting, using GPS or doing a variety of other things. They are not focused on driving.

The GDOT “Drive Alert Arrive Alive” Campaign implores drivers to take responsibility for their driving behavior:

- Buckle up — just 39 percent of fatality victims are identified as wearing seatbelts;***
- Stay off the phone and no texting — 74 percent of fatalities are attributed to driver behavior;***
- Drive alert — do not drive drowsy or under the influence of drugs or alcohol.***

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- *Phones don't get all the blame!*

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- *Smartphones take center stage, but they're not in this alone! Other culprits are:*

- *In-car technologies*
- *Food and drinks (Dashboard Dining)*
- *Children*
- *Pets*
- *Grooming*
- *Smoking*
- *Rubbernecking*
- *Singing*



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Year after year, the leading cause of worker fatalities is motor vehicle crashes.

What YOU can do:

Work with your employers to:

Lead by example

Declare work vehicles “text-free zones”

***FOLLOW COMPANY/EMPLOYER POLICIES
THAT BAN TEXTING WHILE DRIVING***

***Establish work procedures and rules that
do not make it necessary to text while
driving in order to carry out job duties***



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Work Zone Facts

- In 2014, 3,179 people were killed on U.S. roadways and an estimated additional 431,000 were injured in motor vehicle crashes that were reported to have involved distracted driving (FARS and GES).***
- Of those people killed in distracted-driving-related crashes in 2014, 385 involved reports of a cell phone as a distraction (13% of fatalities in distraction-related crashes).***
- In 2014, 32,675 people died in motor vehicle traffic crashes in the United States – the lowest number of fatalities since 1949 (30,246 fatalities in 1949).***
- Approximately 2.338 million people were injured in motor vehicle traffic crashes in 2014, compared to 2.313 million in 2013 according to NHTSA's National Automotive Sampling System (NASS) & General Estimates System (GES).***

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Work Zone Facts

- *½ of fatal work zone crashes occur during the day; most on weekdays and most in summer and fall.*
- *More than 20% of the National Highway System is under construction during peak season.*
- *An estimate 12 billion vehicles travel a year through active work zones along roadways.*
- *For thousands of utility and highway work zone employees, the heavily traveled roadways and work zones are their offices.*

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For additional information on distracted driving, these sites are available:

- *National Institute for Occupational Safety and Health:*
www.cdc.gov/niosh
- *National Safety Council:* www.nsc.org
- *U.S. Department of Transportation:* www.dot.gov
- *National Highway Traffic Safety Administration:*
www.nhtsa.dot.gov
- *Occupational Safety and Health Administration:*
www.osha.gov
- *Focus Driven:* www.focusdriven.org